

Serial No. 09/732,695

Reply to Office Action of July 13, 2004

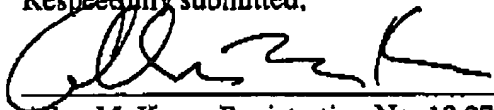
**REMARKS**

The proposed amendment would introduce the limitation of claim 10 into the single independent claim 8, in the belief that it is patentable over the cited art, including U.S. Patent No. 6,446,261 to Rosser.

Claim 10 was rejected under 35 U.S.C. §102(e) as being clearly anticipated by Rosser. With respect to claims 10 and 11, the Examiner stated, "Rosser teaches the claimed descriptive and time/channel timetable relating to commercials which are stored in col. 15:55+ through col. 16:10 for determining when and which commercial to select for presentation to a viewer." It is respectfully submitted that Rosser does not disclose these claimed features at the indicated locations in the specification. In a review of the specification, the Applicant's attorney was unable to find any teaching of a system, including means for transmitting over a television channel the timetable file with descriptive and time/channel data relating to the commercial components of transmitted television channels, as specified in claim 8 as amended, or means for transmitting a timetable file with descriptive and time/channel data, including data for the commercial settings which are stored as defined in claim 11.

Accordingly, entry of the amendment and allowance of the application is sought; alternatively, entry of the amendment to bring the application into better condition for appeal is sought.

Respectfully submitted,



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**CERTIFICATE UNDER 37 CFR 1.8(a)**

I hereby certify that this correspondence is being sent to the United States Patent Office  
via facsimile ( 703 ) 872-9306 ) on October 13, 2004.

  
Judith T. Lange